



Paul Krumrie and Drew Fossum

KAUR takes second in advertising contest

KAUR came out a winner in a state-wide advertising competition for 1981.

KAUR won a second place Addy in the category of Media Self-Promotion-Radio. An Addy is an award given by the South Dakota Advertising Federation at their annual advertising banquet designed to honor top advertisers in 17 categories.

KAUR's entry was a KAUR/Augustana basketball promotion created by sports director Paul Krumrie, announcer Drew Fossum and production director Bob Hicks.

Krumrie said the spot was inspired by the "Bob and Doug" of "SCTV" television show fad and they thought that was something a lot of listeners might relate to.

Brian Bonde, General Manager at KAUR said the Addy marks a milestone for KAUR: "KAUR is a real and important radio station, in the same league as other radio stations in the region. Too often people think that because the Augie station is staffed by students, it is somehow not a real station. The Addy's proves them wrong."

In the competition, judged by the Omaha Advertising Federation, KAUR was beaten only by KELO-FM in their category.

Bonde said KAUR provides students an opportunity to develop their creativity: "I'm glad that a place like KAUR exists where students like Paul, Drew and Bob can show-off their creativity."